

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant: ARAMARK Corporation

Serial No. 76/432,463

Filed: July 19, 2002

Mark: AVENTURA

TTAB

Box TTAB
NO FEE
Commissioner of Trademarks
Post Office Box 1451
Alexandria, VA 22213-1451

Dear Sir:

TRANSMITTAL

Enclosed herewith is an Appeal Brief in connection with the above-referenced application. Please charge any fees which might be associated with this filing to our deposit account 50-3111.

Respectfully submitted,

Date: October 12, 2004



Laura Genovese Miller
lmiller@cozen.com

COZEN O'CONNOR, P.C.
1900 Market Street
Philadelphia, PA 19103
(215) 665-2000

"Express Mail" Label No. EV 147 590 798 US
Date of Deposit October 12, 2004

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Trademarks, Box TTAB, FEE, P.O.Box 1451, Alexandria, Virginia 22213-1451.



Mary Katherine Morgan Merlino



10-13-2004

**IN THE UNITED STATES TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of ARAMARK Corporation

Serial No.: 76/432,463

Filed: July 19, 2002

For: **AVENTURA**

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Commissioner for Trademarks

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Alexandria, Virginia 22213-1451

APPLICANT'S APPEAL BRIEF

The Examining Attorney has made final the refusal to register the mark under section 2(d), on the grounds that Applicant's mark is likely to be confused with Registration No. 2,660,207. ARAMARK's AVENTURA mark is not likely to cause confusion with the cited mark, for the reasons set forth below.

The cited registration is for AVENTURA PALACE for "hotels; resort hotels; boarding houses; tourist homes; restaurants; bar services; night clubs," owned by Palace Holding, SA. Aventura Palace is a single-location adult only resort in Cancun, Mexico. *See www.aventurapalaceresorts.com, and Exhibit A hereto.* Palace Holding's customers and potential customers are individuals who vacation in Mexico.

ARAMARK seeks to register its mark AVENTURA for catering and restaurant services provided to stadiums, arenas, and convention centers. *See Exhibit B, a brochure for AVENTURA catering services, and Exhibit C, a sample card.* These services are sufficiently distinct from the resort services provided under the cited registration.

Applicant is willing to amend its identification of services to specify that they are provided to stadiums, arenas, and convention centers.

ARAMARK's trade channels and customers differ significantly. ARAMARK provides specialized catering and restaurant services under its AVENTURA mark to convention centers, stadiums, arenas, and other similar facilities, such as The Grove at Anaheim; the Orlando Science Center; and the Arizona Science Center. *See Exhibit D, a selection of AVENTURA Catering business cards, and Exhibit E, a brochure for The Grove at Anaheim.* These services are not marketed to the general consumer. The purchasers for such facilities are sophisticated and knowledgeable about food service providers and are thus not likely to be confused. Potential purchasers work with ARAMARK employees (see Exhibit D) and know that they are dealing with ARAMARK. In addition, the cost associated with such premiere catering services mitigates against a finding that confusion is likely.

Under the Trademark Act, a trademark may not be refused registration unless it is likely to cause confusion among actual and potential customers. *15 U.S.C. § 1052; Electronic Design & Sales v. Electronic Data Systems*, 21 U.S.P.Q.2d 1388, 1390 (Fed. Cir. 1991). Theoretical possibilities of confusion are not relevant; the focus must be on the practicalities of the commercial world. *Id.*, citing *Witco Chemical Co. v. Whitfield Chemical Co., Inc.*, 164 U.S.P.Q. 43, 44-45 (C.C.P.A. 1969). Applicant submits that the Trademark Office has not established the requisite likelihood of confusion to support a refusal of registration, and therefore Applicant's mark is entitled to registration.

The crux of the likelihood of confusion inquiry is whether consumers and potential consumers are confused. *Electronic Design & Sales*, 21 U.S.P.Q.2d at 1391.

Given the differences in the marks, the services, the trade channels, and the class of customers, potential customers are not likely to be confused.

In view of the foregoing, Applicant respectfully submits that Applicant's mark is entitled to registration.

Respectfully submitted,

A handwritten signature in cursive script that reads "Laura G. Miller".

Laura Genovese Miller
lmiller@cozen.com

Date: October 12, 2004

COZEN O'CONNER, P.C.
1900 Market Street
Philadelphia, PA 19103
(215) 665-2000
(215) 665-7269 (direct dial)
(215) 701-2369 (facsimile)

AventuraPalaceResorts.com



Aventura Spa Palace picture gallery

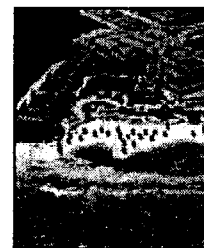
Spa Treatments at Aventura Spa Palace

About the Hotel

Aventura Spa Palace Resort is an adult only all-inclusive Mexico vacation destination on Mexico's Mayan Riviera. Originally, the Aventura Palace and the Spa Palace were two separate Palace Resort hotels. They are now considered one big Palace Resort rather than two.

Stay at one, enjoy all Palace Resorts.

There are 5 all inclusive Palace Resorts in and around Cancun. Each is designed with a different theme. Your all inclusive vacation package entitles you to enjoy the facilities at any of the other resorts.



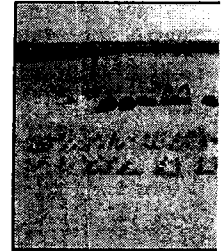
Aventura Spa Palace is located about one hour from the Cancun airport and about 20 miles from Playa del Carmen, right next to Puerto Aventura in the heart of the Mayan Riviera. Built on the Mexican Caribbean Sea, it is three stories high with 582 rooms spread over a lush 85 manicured grounds. The Aventura Palace was designed in Mexican hacienda style and is authentic Mexican decor.

Guests may enjoy the restaurants, activities, spa and fitness facilities, at both hotels as well as at the 5 Palace Resorts on the Mayan Riviera and in the Cancun area. The Aventura Spa Palace is located just 10 minutes from the Xpu-Ha Palace Resort and Ecopark. We are absolutely agree that this fabulous combination of three resort themes located so closely together w



little time to be bored! The Xpu-Ha Palace is a bungalow style resort situated within an ex. It has an extraordinary beach! Snorkel the Cenotés or tour through the snake, bird and d with well-informed zookeepers. A complimentary shuttles transport guests between Xpu- the Aventura Spa Palace. There is also complimentary transportation to Playa del Carme daily.

Pools spread as far as you can see, separated only by bridge walkways, pool bars, swim-up bars and whirlpools. There is plenty of sitting area to soak up the sun or sit in the shade. Join a water aerobics class, enjoy beach or water volleyball, or take a dance or Spanish lessons. The Aventura side of the Aventura Spa Palace is all very informal with the priority being fun and relaxation. Paddle boat, kayak or snorkel right from the sandy beach to explore the inlet. It is just a few flutter kicks to where you'll be part of the rich world of brightly coloured sea life of the Caribbean. The natural lava rock reef separates the ocean and the sandy inlet making it a safe shelter to swim, enjoy water sports or visit the amazing aquatic world.



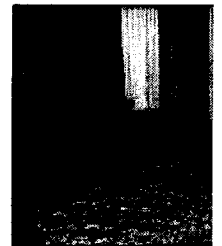
The nearby ruins of Chichen Itza, Tulum and Coba are just three of the many selections of the free tours to choose from in your all-inclusive package. Arrange tours at the onsite Chaza travel agency for scuba diving and snorkeling at the world's second longest coral reef between Cozumel and Cancun, swim and snorkel the beautiful waters of Akumal or Xpu-Ha Palace, swim with the dolphins at nearby Puerto Aventuras, tour the caves of the Aktun Chen, ride horseback in the ocean at Rancho Loma Bonita.



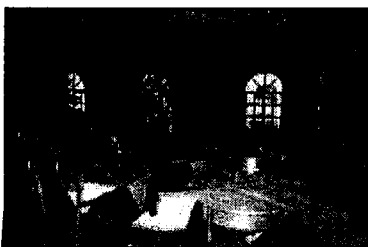
What's happening in and around Cancun

What's Included

The Aventura Palace hotel rooms are fully air-conditioned with a view of the emerald waters of the Mexican Caribbean Sea. Each room features a two person Jacuzzi, private balcony with hammock, large split bathroom with a two person shower, hairdryer, 25 inch satellite TV, direct dial telephone, and in room safe. Aventura Palace rooms also include a mini bar refrigerator stocked with beer, purified water and soft drinks as well as scotch, brandy, tequila and rum. The rooms are equipped with either a king size bed or two double beds and with smoking preferences. Be sure to ask about the special romantic honeymoon packages available at no extra cost. FREE wedding packages are available with a minimum four night stay. Learn more about weddings at Aventura Spa Palace.

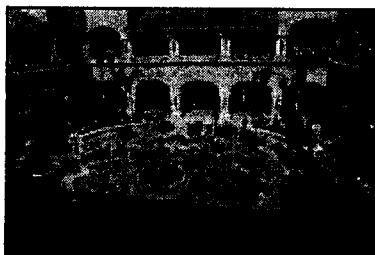


Dining at the Aventura Spa Palace Resort is always a delight. The Venatas restaurant by the indoor pool offers scrumptious breakfasts. Fantastic coffee, a wide variety of freshly squeezed fruit juices, custom made omelettes, hot and cold cereals, irresistible Mexican pastries, buffet style cold meats and cheeses, yogurt, fresh fruit and plenty of hot Mexican and American dishes. Afternoon snacks are available at various spots around the hotel, pools and bars - nachos and cheese with chilli are always popular as are hamburgers, hot dogs, pizza, and sandwiches at the pool side bar. Room service to all rooms is available almost 24 hours a day.



In the evening, choose between indoor and outdoor restaurants. The indoor restaurant, E buffet and pasta dining with a wide variety of Mexican and American cuisine. The highligh restaurant is the made to order pasta bar. Breads and pastries, vegetables, salad, fruits a complete the sumptuous dining experience.

The palapa restaurant, Mundaca serves seafood "A la Carte" until midnight. Try the delec desserts, coffee liquors or visit the ice cream sundae bar. Drinks are always available duri evening, including beer, hard liquor and local red and white wines. You'll love the palapa : the fun staff, great food and Mexican music.



The Mexican restaurant, La Hacienda, has reserved seating at 6 PM, 8 PM, and 10 PM. It with a house appetizer, salad, soup and the main course is your choice of unique seafood chicken selections prepared by master chefs. A dessert of your choice satisfies the appetite. Spanish coffee prepared right at your table. Reservations are recommended. A dress code at this restaurant. Shorts and sandals are not allowed; pants or a skirt, closed shoes and a dress for men are the required apparel.

Nearby Puerto Aventuras offers a professionally designed 9-hole golf course. Playa Car Golf Club offers an 18-hole par 72 course designed by Robert Von Hagge. The Chaza Travel representative at the hotel is able to give you information about golf rates, tour information, and will provide your vouchers for applicable complimentary spa manicure, pedicures, and massages and also helps arrange your transportation back to the airport.

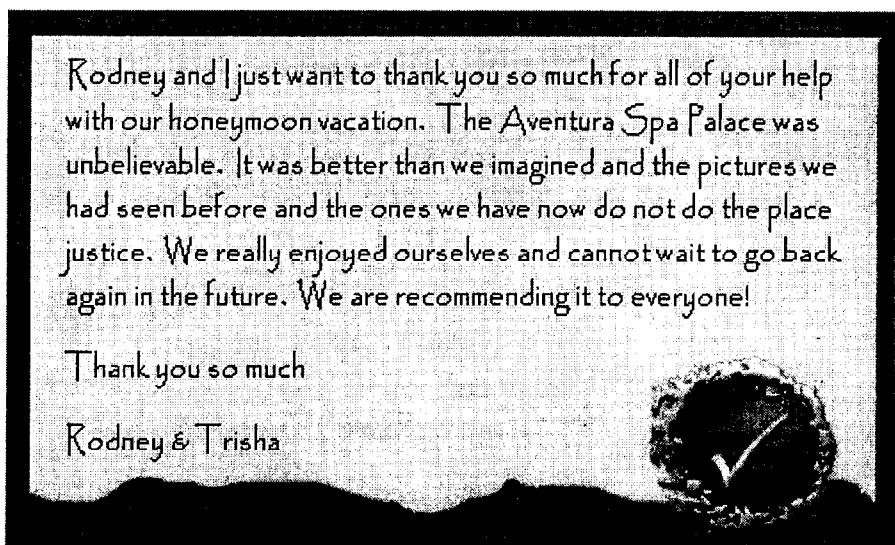


You can contact us at info@aventurapalaceresort.com or phone toll free 1-877-505-5515.

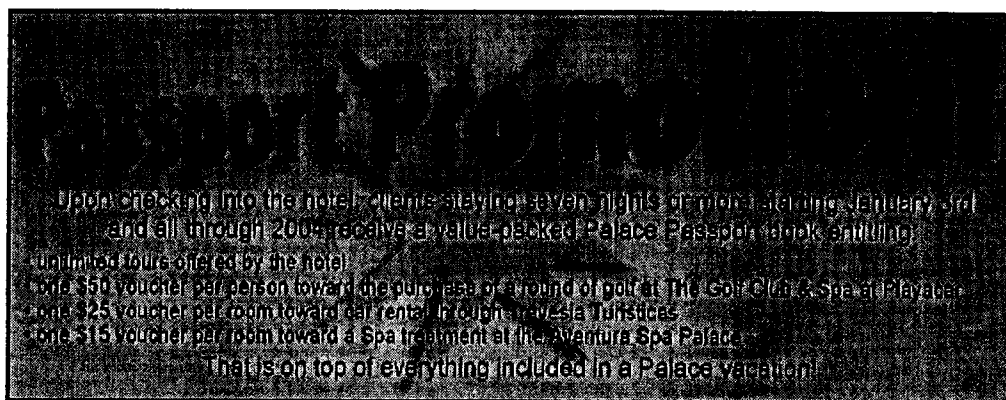


Booking, Cancellation, Insurance and Other Information

Aventura Palace Information Desk: 011-52-98-48-75-1



more testimonials

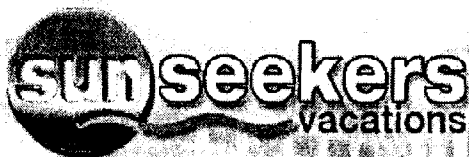


Current Price List

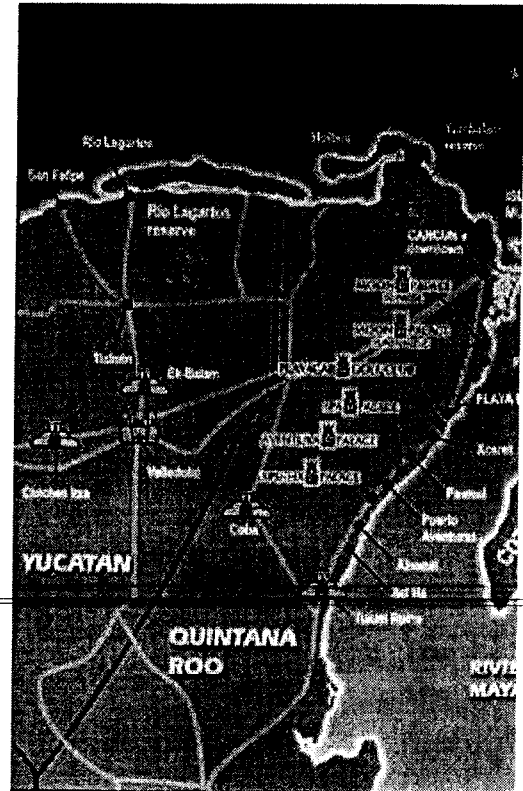
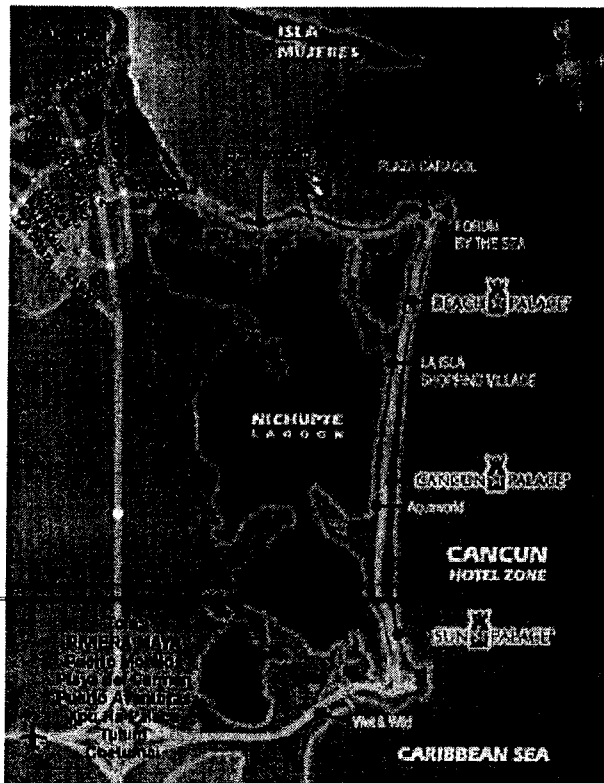
Date	Double		Triple		Quadruple	
	Nightly	7-Night	Nightly	7-Night	Nightly	7-Night
30 Apr - 27 Aug 2004	\$157.29	\$1,101.00	\$133.86	\$937.00	\$122.14	\$855.00
28 Aug - 24 Dec 2004	\$150.64	\$1,054.50	\$129.43	\$906.00	\$118.82	\$831.75
25 Dec - 31 Dec 2004	\$261.00	\$1,827.00	\$203.00	\$1,421.00	\$174.00	\$1,218.00
01 Jan - 29 Apr 2005	\$197.79	\$1,384.50	\$161.86	\$1,133.00	\$143.89	\$1,007.25
30 Apr - 27 Aug 2005	\$162.14	\$1,135.00	\$138.10	\$966.67	\$126.07	\$882.50
28 Aug - 24 Dec 2005	\$155.29	\$1,087.00	\$133.52	\$934.67	\$122.64	\$858.50
25 Dec - 31 Dec 2005	\$269.07	\$1,883.50	\$209.38	\$1,465.67	\$179.54	\$1,256.75

Prices are Per Person. Airfare is NOT included. Prices in USD.

Click here to get an online Quote for your dream vacation!



**Join our affiliates program
and earn cash rewards**



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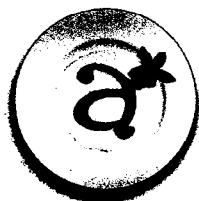
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Delectable cuisine. Attentive service.

Innovative design. Uncompromising
quality. Our experience teaches us that
these elements come together in a truly
special event, and our passion drives us
to deliver them to our clients every time.

From the simple to the sublime,
Aventura will create an unforgettable
special occasion, whether an elegant
black-tie gala or a casual afternoon
social, an elaborate corporate party or
an intimate wedding reception. Allow
us to ensure that your next event
becomes a memory to savor.



a v e n t u r a
A PREMIER CATERING COMPANY

Michael Stavros
Director of Sales

Tel 602.254.9216
Fax 602.253.4712
mstavros@aventuracatering.com

111 North Third Street
Phoenix, Arizona 85004



Aventura...A Premier Catering Company is honored to cater events at some of the finest and most popular venues in the Valley of the Sun. Please allow us to contact our venue partners on your behalf, and we will arrange for an informational packet to be sent to you.

Arizona Historical Society

Arizona Humane Society
Nina Mason Pulliam
Campus For Compassion

Arizona Science Center *

ASU Downtown Center

Burton Barr Public Library

Desert Botanical Garden

Fort McDowell Adventures

Herberger Theater Center

Icehouse

Orpheum Theater *

Phoenix Art Museum

Phoenix Museum of History

Phoenix Symphony Hall *

Phoenix Symphony Terrace

Phoenix Zoo

Pueblo Grande Museum

Val Vista Lakes

* *Aventura is the Exclusive Caterer*

SUPPORTING OUR COMMUNITY

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We at Aventura...A Premier Catering Company recognize our social and civic duty to give back to the community that sustains us. Aventura supports many charitable, not-for-profit and arts organizations that strive to improve the quality of life that our community enjoys.

Actors Theatre

Muscular Dystrophy Association

Arizona Humane Society

Phoenix Community Alliance

Arizona Opera

Phoenix Symphony

Arizona Science Center

**Phoenix Art Museum League and
Friends of European Art**

Arizona Theatre Company

Phoenix Museum of History

**Boys & Girls Clubs of
Metropolitan Phoenix**

Phoenix Theatre

**Boys & Girls Clubs of
The East Valley**

Phoenix Zoo

Desert Botanical Garden

Trends Charitable Funds

**Maricopa County
Sports Commission**

Valley Forward

Valley Leadership

COMPLETE EVENT PLANNING

a v e n t u r a
A PREMIER CATERING COMPANY



In addition to customizing delectable menus and providing world-class service, Aventura's team of creative professionals will coordinate a virtually limitless array of services for your special event. Please contact your Sales Manager to discuss these suggestions or anything else that piques your interest.

Rental Equipment

Working with local, regional and national partners, Aventura can provide virtually anything...

Specialty Linens

A great way to make a single buffet or an entire room "pop"...

Décor Packages

Whether you are considering a few items for a finishing touch, or a coherent themed design...

Floral Design

From a few simple floral sprays to stunning centerpieces for every table...

Synchronized, White Glove or French Service

Highly skilled banquet servers working in perfect harmony with added class and style...

Entertainment

Live bands, DJs, comedians, dancers, motivational speakers, face painter and more...

Themed Bar Services

Lively bartenders mixing Martinis and Mojitos, filling Frozen Drinks and more...

Personalized Menu Cards

A creative keepsake for each of your guests to remember their special occasion...

CLIENT REFERENCES

a v e n t u r a
A PREMIER CATERING COMPANY



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Ms. Judy Oeltjenbruns
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joeltjenbruns@tgen.org

POLICIES AND PROCEDURES

a v e n t u r a
A PREMIER CATERING COMPANY



Aventura is committed to the highest standards of quality and service. The following information will assist your planning.

Note: ++ This indicates the addition of 19% Service Charge and 8.1% Sales Tax.

+ This indicates the addition of 8.1% Sales Tax.

1. FOOD & BEVERAGE REGULATIONS

All food and beverage items served for the specified event/service must be prepared and presented by Aventura. If there is any food and beverage remaining from your planned event, it cannot be removed from the event/service.

As an owner of a Series 6 liquor license, Aventura can facilitate the administration, sale and service of all alcoholic beverages in accordance with the Arizona Liquor Commission regulations.

2. MINIMUM REQUIREMENT FOR TABLE SERVICE

There is a minimum guarantee of 40 people for table service meal functions. If the guaranteed attendance is less than 20 people, an additional charge may be applied.

3. CHINA SERVICE

China service is available upon request and a \$1.00+ per person charge will be applied for basic china.

High-grade disposable wares are provided for receptions that do not accompany dinner, and bar-only functions.

4. TABLECLOTHS

All tables for meal functions are dressed appropriately with 90" square tablecloths. Tables used for non-food functions may be draped with 90" square tablecloths for \$5.00+ per table. Through partnership with local, regional and national suppliers, Aventura will present options for virtually limitless upgraded tablecloth options.

5. GUARANTEES

To coordinate your event operationally, it is necessary that we receive your "final guarantee" (confirmed attendance) for each individual meal function according to the following schedule:

<u>Estimated Attendance (per Event)</u>	<u>Days in advance final guarantee is due (excludes holidays and weekends)</u>
Up to 100	3 days
101 to 250	5 days
Over 250	7 days

After that date, your guarantee is not subject to reduction. Any increases of the guarantee(s) inside the respective time(s) are subject to an additional 5% charge. We shall be prepared to serve 5% over the final guarantee, not to exceed 50 meals. The Customer will be billed based on the final guarantee or the actual number of meals served, whichever is greater.

All pricing includes a 19% service charge, and is subject to an 8.1% sales tax

Aventura...A Premier Catering Company ❖ 111 N. Third Street ❖ Phoenix, Arizona 85004

Telephone 602.254.9216 ❖ Facsimile 602.253.4712 ❖ www.aventuracatering.com

POLICIES AND PROCEDURES

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A PREMIER CATERING COMPANY



6. BANQUET CHARGES

Our standard banquet service is planned for round tables of 10 people. Other service options such as rounds of eight (8), or increased number of service personnel are available at a nominal fee. Our standard ratio is one (1) server to 30 guests.

<u>Service Rates:</u>	Captain	\$25.00 per hour
	Server	\$20.00 per hour
	Wine Steward	\$20.00 per hour
	Bartender	\$20.00 per hour
	Chef	\$25.00 per hour
	Busser/Steward/Runner	\$15.00 per hour

7. BANQUET SET UP

Aventura can provide a wide array of linen colors and sizes, and other table décor. Please inquire with your Aventura Event Planner.

8. ENHANCED STAFFING

Aventura can provide the following enhancements to your event including, but not limited to:

- Greeters to welcome your guests or assist with seating
- Ticket takers
- Brochure and program placement
- White Glove Service

9. MISCELLANEOUS STAFFING CHARGES

- For weddings there will be a \$1.50+ per person cake cutting charge if client provides wedding cake.
- Galas require a minimum of one server per 10 guests and \$125.00+ per event for Special Event Manager/Supervisor.

10. CREDIT POLICY

Our credit policy requires pre-payment-in-full on all orders.

If desirous of establishing a master account with Aventura, please complete the enclosed Credit Application and return it to Aventura for review. This Credit Application must be received no later than 60 business days prior to the date of the event so that we may process the information and advise the Customer accordingly. Provided credit is approved, payment of the remaining balance and any additional services ordered on site will be due in full net 30 days from final invoice. Once approved, for initial services ordered exceeding \$7,500.00, we will require a minimum 75% advance deposit 30 days prior to the event. For any orders under \$7,500.00, we will require pre-payment-in-full.

All pricing includes a 19% service charge, and is subject to an 8.1% sales tax
Aventura...A Premier Catering Company ❖ 111 N. Third Street ❖ Phoenix, Arizona 85004
Telephone 602.254.9216 ❖ Facsimile 602.253.4712 ❖ www.aventuracatering.com

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11. ACCEPTABLE FORMS OF PAYMENT

Company check, American Express, Visa and MasterCard are considered acceptable forms of payment.

12. SERVICE CHARGE AND SALES TAX

- A. *All food and hosted beverage items are subject to 19% Service Charge and 8.1% Sales Tax.*
- B. *All non-food and hosted beverage items are subject to 8.1% Sales Tax.*
- C. *All labor fees are subject to 8.1% Sales Tax.*
- D. *Service charge is taxable in the State of Arizona.*
- E. *Sales tax exemption certificates (State of Arizona) must be on-file prior to the event.*

13. CONFIRMATION OF ORDERS

Upon receipt of all food and beverage function orders, the Aventura Event Planner will review them and in turn provide the Customer with written confirmation of services ordered. A separate Event Order will be issued to the Customer for each individual service, along with a contract outlining specific agreements between the Customer and the caterer, Aventura. A signed contract, along with proper deposit requirements must be received by Aventura seven (7) business days prior to the first event.

All pricing includes a 19% service charge, and is subject to an 8.1% sales tax
Aventura...A Premier Catering Company ❖ 111 N. Third Street ❖ Phoenix, Arizona 85004
Telephone 602.254.9216 ❖ Facsimile 602.253.4712 ❖ www.aventuracatering.com



CORPORATE MENUS

BREAKFAST BUFFET SELECTIONS

BREAKFAST TIER ONE

Breakfast Pastries

*Chef's Assortment of Freshly Baked Danish,
Fruit & Nut Breads and Muffins,
offered with Sweet Butter*

Seasonal Fruit Tray

*Fresh Sliced Melons, Pineapple, Berries
and other Seasonal Selections*

Morning Refreshments

*Freshly Brewed Starbucks Regular & Decaf
Coffee, Hot Tea and Orange Juice*

\$8.00 per person

BREAKFAST TIER TWO

Breakfast Pastries

*Chef's Assortment of Freshly Baked Danish,
Fruit & Nut Breads and Muffins,
offered with Sweet Butter*

Seasonal Fruit Tray

*Fresh Sliced Melons, Pineapple, Berries
and other Seasonal Selections*

Assorted Cereals with 2% Milk

Individual Fruit Yogurts

Morning Refreshments

*Freshly Brewed Starbucks Regular & Decaf
Coffee, Hot Tea and Orange Juice*

\$10.00 per person

BREAKFAST TIER THREE

Breakfast Pastries

*Chef's Assortment of Freshly Baked Danish,
Fruit & Nut Breads and Muffins,
offered with Sweet Butter*

Seasonal Fruit Tray

*Fresh Sliced Melons, Pineapple, Berries
and other Seasonal Selections*

Breakfast Croissants* OR

Breakfast Burritos*

*Flaky Croissants stuffed with Scrambled Eggs
and Cheese (Canadian Bacon optional)*

*Flour Tortillas stuffed with Scrambled Eggs
and Cheese (Sausage or Chorizo optional)*

Breakfast Bars

Granola Bars and Nutri-Grain Bars

Morning Refreshments

*Freshly Brewed Starbucks Regular & Decaf
Coffee, Hot Tea and Orange & Cranberry Juices*

\$14.00 per person

* Minimum order ten (10)

BREAKFAST TIER FOUR

Breakfast Pastries

*Chef's Assortment of Freshly Baked Danish,
Fruit & Nut Breads and Muffins,
offered with Sweet Butter*

Seasonal Fruit Tray

*Fresh Sliced Melons, Pineapple, Berries
and other Seasonal Selections*

Assorted Cereals with 2% Milk

Individual Fruit Yogurts

Scrambled Eggs

Fresh and Fluffy and prepared with Herbs

Breakfast Meats

Chipotle Chicken Sausage Links, Smoked Bacon

Hash Brown Potatoes

Morning Refreshments

*Freshly Brewed Starbucks Regular & Decaf
Coffee, Hot Tea and Orange & Cranberry Juices*

\$16.00 per person

All pricing includes a 19% service charge, and is subject to an 8.1% sales tax

Aventura...A Premier Catering Company ❖ 111 N. Third Street ❖ Phoenix, Arizona 85004

Telephone 602.254.9216 ❖ Facsimile 602.253.4712 ❖ www.aventuracatering.com

LUNCH SELECTIONS □ TIER ONE

Please select any of the following for
\$12.00 per person

BOXED LUNCH MENU ONE

Deli Sandwich*

Chef's Selection of Wheat Bread, Multi-Grain Bread or Sandwich Roll filled with your choice of:

Sliced Ham & Cheese with Leaf Lettuce and Sliced Tomato

Sliced Roast Beef & Cheese with Leaf Lettuce and Sliced Tomato

~~*Sliced Turkey & Cheese with Leaf Lettuce and Sliced Tomato*~~

Grilled Vegetables & Cheese with Chef's Selection of Spread or Dressing

Individual Bags of Lays Potato Chips

Chef's Dessert Selection

** Minimum order five (5) of any flavor*

BUFFET LUNCH ONE

Garden Salad

Served with Creamy & Vinaigrette Dressings

Build-Your-Own Deli Sandwich

*Platters of Assorted Sliced Deli Meats presented
with Two (2) Sliced Cheeses, Assorted Breads
and Rolls, Leaf Lettuce, Sliced Tomatoes, Pickle
Spears, Mayonnaise and Mustard*

Potato Salad

Chef's Dessert Selection

BUFFET LUNCH TWO

Flour Tortilla Wrap Sandwiches*

Your Choice of Sonoran Grilled Chicken,

Thai Shaved Beef or Grilled Vegetables

Cous Cous Salad

*Prepared with Bell Peppers, Bermuda Onions
and Vinaigrette Dressing*

Fudge Brownies

** Minimum order five (5) of any flavor*

BUFFET LUNCH THREE

Grilled Chicken Caesar Salad

Asian Chicken Salad

*Prepared with Napa Cabbage, Shredded Carrots
Chinese Noodles and Asian Vinaigrette*

Garlic Breadsticks

Assorted Jumbo Cookies

BUFFET LUNCH FOUR

Fresh Tossed Salad

*Your Choice of Mixed Greens with
Garden Vegetables, or Classical Caesar*

Chef's Soup Of The Day

Assorted Rolls with Sweet Butter

Blonde Brownies

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LUNCH SELECTIONS □ TIER TWO

Please select any of the following for
\$14.50 per person

BOXED LUNCH MENU TWO

European Baguette Sandwich*

Freshly Baked Crusty Baguette filled with Your Choice of:

Shaved Ham with Jarlsberg Swiss, Shredded Lettuce and Honey Dijon Mustard

Sliced Roast Beef with Cheddar, Marinated Mushrooms, Sweet Onions and Garlic Horseradish Spread

Herb Flaked Albacore Tuna with Shredded Lettuce, Plum Tomatoes and Lemon Pepper Grain Mustard

Grilled Marinated Vegetables with Chef's Selection of Appropriate Cheese and Spread or Dressing

Individual Bags of Miss Vicki's Kettle Chips

Piece of Whole Fresh Fruit

Chef's Dessert Selection

** Minimum order five (5) of any flavor*

BUFFET LUNCH FIVE

Sonoran Salad

Mixed Greens with Roasted Red and Chile Peppers, Chopped Tomatoes, Shredded Cheese, Fried Tortilla Strips and Salsa Ranch

Build-Your-Own Taco

Corn Tortilla Taco Shells presented with Seasoned Beef, Jack Cheese, Lettuce, Tomatoes and Green Onions

Refried Beans and Rice

Tri-Color Chips & Red Salsa
Golden Churros with Cinnamon

BUFFET LUNCH SEVEN

Japanese Noodle Salad

Chicken Lo Mein

Beef with Broccoli

Steamed White Rice

Fortune Cookies and Pineapple

BUFFET LUNCH SIX

Cracked Bulgur Wheat Salad

Pita Pockets

Fresh Pita Bread stuffed with Curry Chicken Salad, Lettuce and Tomato

Fresh Seasonal Fruit Tray

Baklava

BUFFET LUNCH EIGHT

Classical Caesar Salad

Chopped Romaine tossed with Garlic Crisps, Shaved Parmesan and Caesar Dressing

Double Pasta Bar

Your Choice of Cheese Ravioli, Penne, Garden Tortellini or Fettuccini, offered with Your Choice of Marinara, Alfredo, Bolognese or Pesto Cream

Garlic Bread Sticks

Petite Italian Pastries

LUNCH SELECTIONS □ TIER THREE

Please select any of the following for
\$17.00 per person

BOXED LUNCH MENU □□

Italian Focaccia Sandwich

*Freshly Baked Herbed Focaccia layered with Cappacola, Prosciutto, Mortadella and Provolone Cheese
accompanied by Pesto Pasta Salad, Marinated Green & Black Olives, and
Petite Cannolis piped with Ricotta and Chocolate*

Tuna Niçoise Wrap

*Salad of Fresh Tuna, Crisp Romaine, Fresh Oregano and Lemon Zest, wrapped in Soft Cracker Bread;
~~accompanied by Roasted Vegetable Cous-Cous Salad, Fresh Fruit Salad,~~
and Freshly Baked Sugar Cookie*

BUFFET LUNCH NINE

Chef's Choice of Salad

Traditional Meat Lasagna

Prepared with Ground Beef and Zesty Marinara

Four-Cheese Vegetarian Lasagna

Layered with Garden-Fresh Vegetables

Italian Green Beans

Petite Italian Pastries

BUFFET LUNCH ELEVEN

Chef's Choice of Salad

Risotto-Stuffed Chicken Breast

Finished with Chef's Light Cream Sauce

Eggplant Parmesan

Potatoes Anna

*Thinly Sliced Potatoes with Butter, Salt and
Pepper, baked until Golden Brown and Crisp*

Bouquittierre of Seasonal

Vegetables

Chef's Choice of Seasonal Dessert

BUFFET LUNCH TEN

Chef's Choice of Salad

Tortilla Soup

Chile Rellenos

*Mild Green Chile Pepper stuffed with a Cheese
Blend and Fried in Egg Batter*

Cheese Enchiladas

Topped with a Tangy Tomato-Chile Sauce

Refried Beans and Rice

Churros and Sopapillas

Offered with Honey, Cinnamon and Sugar

BUFFET LUNCH TWELVE

Chef's Choice of Salad

Chicken Crêpes

Beef Burgundy

Roasted Garlic Mashed Potatoes

Bouquittierre of Seasonal

Vegetables

Chef's Choice of Seasonal Dessert

LUNCH SELECTIONS □ TIER FOUR

Please select any of the following for
\$20.00 per person

All menu selections in Tier Four are accompanied by

Chef's Choice of Salad

Seasonal Fruit Tray

Crudités with Roasted Red Pepper Dip

Chef's Choice of Assorted Desserts

BUFFET LUNCH THIRTEEN

Chicken Roulade

*Chicken Breast rolled with a
Blend of Wild Mushrooms*

London Broil

*Offered with Jalapeño Bordelaise
and Merlot Demi-Glace*

Rosemary Roasted Red Potatoes

Haricots Vert

BUFFET LUNCH FOURTEEN

Stuffed Portobello

*Hearty Portobello Mushrooms stuffed with
Chef's Blend of Cheeses and Herbs*

Moussaka

*Sliced Eggplant baked with Layered Artichokes,
Tomatoes and Onions, finished with Béchamel*

Tofu Stir Fry

Wild Rice Cakes

BUFFET LUNCH FIFTEEN

Veal Piccata

*Thinly Sliced Veal very lightly sautéed and
served with Lemon Caper Sauce*

Baked Cod Almandine

*Cod Fillets prepared with Almond Butter and
garnished with Toasted Almond Slivers*

Asparagus Risotto

Steamed Baby Vegetables

BUFFET LUNCH SIXTEEN

Seared Ahi over Baby Greens

*Served Rare and drizzled with Chef's
Vinaigrette and presented with Pickled Ginger*

Asian Chicken Salad

*Sliced Chicken Breast marinated with Ginger
Soy Sauce and served over Napa Cabbage tossed
with Orange Sesame Vinaigrette*

Japanese Noodle Salad



CUSTOM

MENUS

SPECIAL EVENT SAMPLE MENUS

Suggestion for Sit-Down Dinner

Option One

Butlered-Passed Hors d'Oeuvres

Petite Beef Wellington

*Bite-Size Filet Mignon brushed with Wild Mushroom Duxelles
and baked in Buttery Puff Pastry*

Phyllo Cigar

Flaky Phyllo piped with Crème Fraîche and tipped with Osetra Caviar

Vietnamese Spring Roll

*Crisp Shredded Vegetables wrapped in Delicate Rice Paper
and accented with Hoisin Sauce*

Sonoran Lobster

*Medallion of Lobster resting on a Bed of Roasted Vegetable Hash
served atop Blue Corn Canapé*

Salad Course

Autumn Arugula Salad

*Crisp Baby Arugula offered with Cabernet-Poached Pears, Lemon Asparagus
and Heirloom Tomatoes, complemented by Crumbled Goat Cheese,
and finished with Prickly Pear Vinaigrette*

Entrée Course

Filet Mignon paired with Sea Bass

*Fork-Tender Beef Tenderloin complemented by Merlot Demi-Glace, presented with
Butter Flaked Chilean Sea Bass, and accompanied by
Three Cheese Polenta and West Coast Baby Vegetables*

Dessert Course

Pear Stuffed with Marzipan

*Poached Pear stuffed with Almond Composition, baked atop
Puff Pastry Bouchée and finished with Crème Anglaise*

\$75.00 per person

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SPECIAL EVENT SAMPLE MENUS

Suggestion for Sit-Down Dinner

Option Two

Butlered Hors d'Oeuvres

Shiitake Mushroom

Plump Mushroom Cap stuffed with Roasted Vegetables and Herbs

Jumbo Tiger Prawns

Succulent Shrimp rubbed with Lemon Oil and wrapped in Prosciutto

Spanikopita

Blend of Sautéed Spinach and Feta baked in Flaky Phyllo

Salad Course

Mesclun Market Greens

*Enhanced with Smoked Chicken, Toasted Almond Slivers and Quail Eggs,
and served with Lemon Herb Vinaigrette*

Entrée Course

Veal Loin paired with Arrosto Lidia

*Tender Veal Loin stuffed with Spinach, Basil and Lobster, finished with Sauce Américaine, presented with Chicken Breast marinated in Rosemary-Infused Olive Oil, roasted with Artichokes, Garlic and Sun-Dried Tomatoes, and complemented by Citrus Aioli,
all accompanied by Smoked Butter Asparagus and Asiago Polenta Triangles*

Dessert Course

Lattice Tower with Raspberry Mousse

*Accompanied by a Chocolate disc featuring the Dial logo
and finished with Crème Anglaise*

\$75.00 per person

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SPECIAL EVENT SAMPLE MENUS

Suggestion for Sit-Down Dinner Option Three

Butlered Hors d'Oeuvres

Gourmet Canapés

Chef's Selection of Creative and Flavorful Savouries

Chicken Pesto

Blend of Pesto-Marinated Chicken and Herbed Cheese, offered in a Bouchée

Salad Course

Mixed Field Greens

*Crisp Romaine tossed with Marinated Peppers, Tomato Wedges and Tri-Colored Tortilla Strips,
presented with Salsa Ranch and Red Chile Vinaigrette*

Entrée Course

Cranberry Stuffed Chicken Breast

*Double Chicken Breast Stuffed with Boursin Cheese, Toasted Pine Nuts
and Cranberries, finished with Fennel Cream Sauce*

Dessert Course

Chocolate Swirl Cheesecake

Creamy Cheesecake ribboned with Milk Chocolate, with Crumb Crust

\$30.00 per person

SPECIAL EVENT SAMPLE MENUS

Suggestion for Sit-Down Dinner Option Four

Butlered Hors d'Oeuvres

Shrimp Barquette

Succulent Shrimp resting atop Horseradish Mousse dimpled with Caviar

Spanikopita

Blend of Sautéed Spinach and Feta baked in Flaky Phyllo

Salad Course

Salad Melange

Mixed Baby Greens tossed with Marinated Cucumbers and accompanied by a Petite Cheese Soufflé, and offered with Balsamic Vinaigrette

Entrée Course

Tri-Peppered Filet Mignon paired with Chicken Breast

*Beef Tenderloin rubbed with Three Varieties of Crushed Peppercorns presented with
Tender Grilled Chicken finished with Garlic Cream Sauce,
accompanied by Haricots Vert and Potatoes Anna*

Dessert Course

Chocolate Mousse Roulade

*Rich Chocolate Mousse resting atop a Thin Layer of Cake, complemented by
Strawberry Coulis and Fresh Berries*

\$50.00 per person

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SPECIAL EVENT SAMPLE MENUS

Suggestion for Multiple-Course Buffet Dinner

Hors d'Oeuvres Buffet

Fresh Fruit Display

*Colorful Presentation of the Season's Finest Fruits and Berries,
offered with Sweet Yogurt Dip*

Artistic Cheese Display

*Chef's Selection of Fine Domestic and Imported Cheeses accompanied by
Lahvosh, Grisini Breadsticks and Gourmet Crackers*

Fresh Vegetable Basket

Offered with Herb Dipping Sauce

Dinner Buffet

Mixed Green Salad

*Fresh Seasonal Greens and Winter Vegetables served with
Chef's Selection of Dressings*

Carved Roast Beef

*Tenderloin of Prime Beef carved tableside by Uniformed Chef,
complemented by Zinfandel Mushroom Sauce*

Arrosto Lidia

*Tender Breast of Chicken marinated in Rosemary-Infused Olive Oil,
roasted with Artichokes, Garlic and Sun-Dried Tomatoes,
and finished with Arizona Citrus Aioli*

Pasta Adriatica

*Angel Hair sautéed with Extra Virgin Olive Oil, Fresh Garlic,
Roma Tomatoes, Capers and Fresh Parmesan*

Cracked Pepper Mashed Potatoes

Smoked Butter Steamed Vegetables

Artesian Breads

*Freshly Baked Sourdough Bread, Rosemary & Garlic Rolls, Cheese Crisps
and Garlic Lahvosh, presented with Sweet Butter*

Dessert Buffet

Petite Sweets

*Chef's Selection of Traditional European-Style Pastries, which may include
Napoleons, Tiramisu Cups, Swan Crème Puffs and Fruit Tartlets*

After Dinner Refreshments

Freshly Brewed Starbucks Coffee and Selection of Gourmet Teas

\$50.00 per person

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SPECIAL EVENT SAMPLE MENUS

Suggestion for Cocktail Reception

Butler-Passed Hors d'Oeuvres

Petite Beef Wellington

*Bite-Size Filet Mignon brushed with Wild Mushroom Duxelles
and baked in Buttery Puff Pastry*

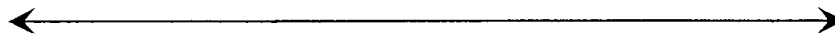
Shiitake Mushroom

Plump Mushroom Cap stuffed with Roasted Vegetables and Herbs

Jumbo Tiger Prawns

Succulent Shrimp rubbed with Lemon Oil and wrapped in Prosciutto

\$15.00 per person



Suggestion for Heavy Hors d'Oeuvres Reception

Baby Vegetables

Basket of Fresh Petite Vegetables offered with Herb Dipping Sauce

Fruit & Cheese Brochette

*The Season's Freshest Fruits & Melons and Fine Imported Cheeses
threaded on Bamboo Skewers*

Stuffed Artichokes

Artichoke Bottoms filled with Crab Mousse and accented with Dill

Tuscan Mushrooms

Plump Mushroom Caps baked with Stuffing of Fresh Pesto and Mozzarella

Basil Lemon Chicken

Medallions of Tender Grilled Chicken enhanced with Fresh Basil and Lemon

Cucumbers Phoenicia

Fresh Cucumber Shells piped with Sweet Pea Guacamole

Chile-Rubbed Tenderloin

*Carved tableside by Uniformed Chef, and offered with Assorted Rolls,
Horseradish Sauce, Basil Mayonnaise and Grain Mustard*

\$30.00 per person

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SPECIAL EVENT SAMPLE MENUS

Suggestion for Buffet Stations

Mediterranean Station

Tuscan Mushrooms

Plump Mushroom Caps with Stuffing of Fresh Pesto and Mozzarella

Spanikopita

Blend of Sautéed Spinach and Feta baked in Flaky Phyllo

Veal Niçoise

Tender Veal prepared with Garlic, Tomatoes, Black Olives, and White Wine Sauce

Asian Station

Spring Rolls

*Shredded Vegetables wrapped in Egg Paper,
offered with Sweet & Sour Sauce*

Potstickers

*Peking Dumplings of Tender Pork stuffed in Wonton Wraps,
offered with Ginger Hoisin*

Sushi

*California Rolls and Spicy Tuna Rolls presented with
Soy Sauce, Ginger and Wasabi*

Latin Station

Conch Salad

Poached Conch marinated with Lime and Cilantro and prepared Ceviché-style

Jerk Chicken

Offered with Mango Salsa

Beef and Vegetarian Empanadas

*Cuban Preparation of Ground Beef or Assorted Vegetables,
Onions and Spices baked in Flaky Turnovers*

Fried Plantains

Prepared with Brown Sugar Rum Glaze

\$35.00 per person

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SPECIAL EVENT SAMPLE MENUS

"Titanic: The Exhibit" Gala Menu

Butlered Hors d'Oeuvres

Petite Beef Wellington

Bite-Size Filet Mignon brushed with Wild Mushroom Duxelles and baked in Buttery Puff Pastry

Smoked Pheasant

Chilled Aromatic Pheasant served top a Tuscan Polenta Round

Croque Monsieur

Country Ham, Fresh Pears and Melted Brie served between slices of Petite Baguettes

Beluga Caviar

Offered with Buckwheat Blinis

Roquefort Grape

Red Grape covered with Crumbled Roquefort and rolled in Toasted Hazelnuts

Fig Tartlet

Petite Savoury filled with Chèvre and Mission Figs

Salad Course

Fresh Asparagus with Young Field Greens

Tossed with Champagne-Saffron Vinaigrette

Entrée Selections

Guests may choose one of the following entrées from individual menus placed at each setting

All entrées presented with Chateau Potatoes, Peas à la Française and Carrots Vichy

Poached Salmon

With Cucumber Mousseline Sauce and Asparagus

Chicken Lyonnaise

Pan Roasted Boneless Breast of Chicken topped with Classic Onion & White Wine Sauce

Filet Mignon Lili

Tenderloin of Beef finished with Buttery Wine Sauce and Caramelized Shallots

Lamb Chops

Glazed with Shallots, White Wine and Fresh Mint

Dessert Course

Chocolate Painted Eclairs

Served with French Vanilla Ice Cream and Seasonal Berries

\$130.00 per person

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SPECIAL EVENT SAMPLE MENUS

Embry-Riddle 75th Anniversary "Legacy of Pride" Gala Menu

Suggestions for the Salad Course

Shrimp and Spinach Salad

Roasted Spiced Tiger Prawns resting on a Bed of Wilted Spinach enhanced with Red & Gold Teardrop Tomatoes, decorated with Colorful Edible Flowers

Autumn Arugula Salad

Crisp Baby Arugula offered with Cabernet-Poached Pears, Roasted Baby Artichokes and Heirloom Tomatoes, complemented by Crumbled Goat Cheese

Baby Green Salad

Spring Mix of Baby Greens tossed with Smoked Portobello Mushrooms, Roma Tomatoes and Lemon Asparagus, finished with Succulent Lobster Medallions

Continental Salad

Combination of Frisée and Mâche, Blood Oranges and Mission Figs, presented with Hudson Valley Foie Gras

Suggestions for the Entrée Course

Filet Mignon paired with Ahi

Butter-Soft Beef Tenderloin presented with Sesame Crusted Ahi Tuna complemented by Piquant Wasabi Sauce, and served with Purple Sticky Rice, Haricots Vert and Red Chief Lentils

Filet Mignon paired with Duck

Roulades of Beef Tenderloin stuffed with Sun-Dried Tomato and Boursin, complemented by Cabernet Demi-Glace, presented with Galantine of Duck stuffed with White & Black Truffles, complemented by Roasted Red Pepper Sauce and Truffle Oil, and served with Parmesan Risotto and Stuffed Zucchini Flowers

New Zealand Lamb

Roasted Rack of Lamb enhanced with Hints of Rosemary and Garlic, presented atop Four-Cheese Polenta, accompanied by Roasted Shallots and Baby Vegetables, and finished with Merlot Demi-Glace

Veal Chop

Searched Veal Chop accented by Thyme Chardonnay Butter, presented with Saffron Potatoes, Exotic Mushrooms and Minted Baby Carrots, and finished with Port Demi-Glace

Suggestions for the Dessert Course

Grand Marnier Napoleon

Puff Pastry layered with Pastry Cream infused with Grand Marnier and Fresh Fruit and Berries

Pear Stuffed with Marzipan

Poached Pear stuffed with Almond Composition, baked atop Puff Pastry Bouchée and finished with Crème Anglaise

Chocolate Ravioli

Pillow of White Chocolate filled with Ganache and completed with Marsala Sauce

Chocolate Crème Brûlée

Chilled Custard with Rich Milk Chocolate, caramelized in the Classic Style, and served in Shortbread Shells

\$70.00 to \$100.00 per person

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AVENTURA SAMPLE WINE LIST

White Wines ~ by the case

Bodega Norton Reserve Chardonnay '99	\$200.00
Iron Horse Rosato di Sangiovese '99	\$300.00
<i>Limited Production French-Style Dry Rosé with Sangiovese and Pinot Noir Varietals</i>	
Arrowood Reserve Chardonnay '98	\$425.00
Treana White Meritage '98.....	\$500.00
<i>Marsanne and Viognier blend</i>	
Caymus Conundrum Proprietary White '99.....	\$530.00
Chalone Chardonnay '99.....	\$550.00
Far Niente Chardonnay '99.....	\$900.00

Far Niente Cave Collection Chardonnay '98	\$1,350.00
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Red Wines ~ by the case

Errazuriz Merlot '00	\$225.00
Chateau Souverain Merlot '98.....	\$350.00
Joseph Phelps Le Mistral	\$480.00
<i>Blend of the Major Rhone Varietals</i>	
Jekel Sanctuary Meritage '97	\$650.00
Iron Horse Cabernet Blend #1 T-Bat-T	\$790.00
I.O. Red Blend '98.....	\$1,000.00
Beaulieu Vineyards George de Latour Private Reserve Cabernet '97.....	\$2,000.00

Champagne and Sparkling Wines ~ by the case

Pacific Echo Brut NV	\$350.00
Iron Horse Blanc de Blancs '92.....	\$600.00
Taittinger La Francaise Brut NV	\$765.00
Veuve Clicquot Gold Label '95.....	\$1,350.00
Veuve Clicquot La Grande Dame Brut '93	\$2,400.00

Wine selections are subject to availability, and pricing is subject to revision without notice

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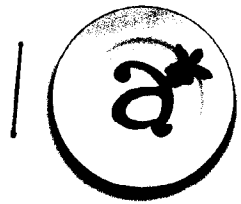
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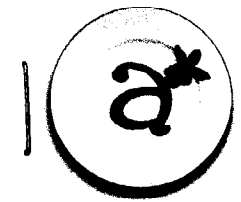


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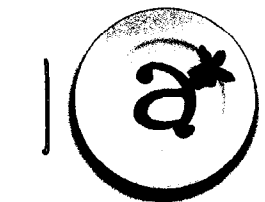


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The Grove of Anaheim
2200 East Katella Avenue
Anaheim, California 92806



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Prescott Willis
General Manager

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willis-scott@aramark.com

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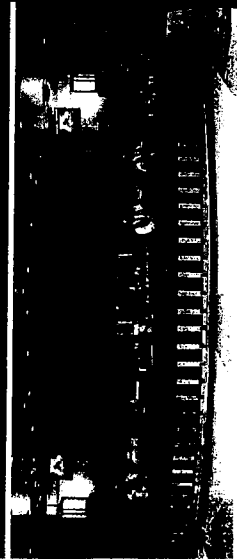
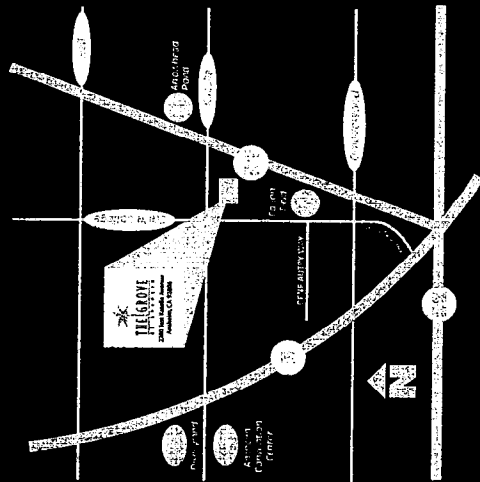


Exhibit "E"

Convenient Location: The Grove is accessible off the 5, 22, or 57 freeways and right next to Edison Field and Amtrak, and just minutes from the Pond and Anaheim Convention Center.

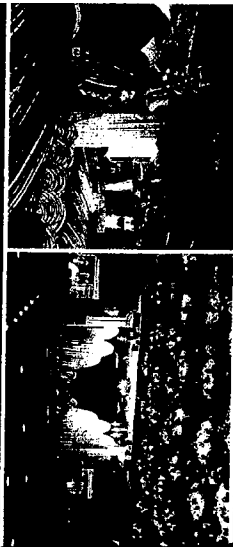


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Experience



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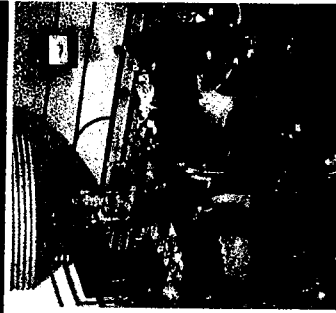
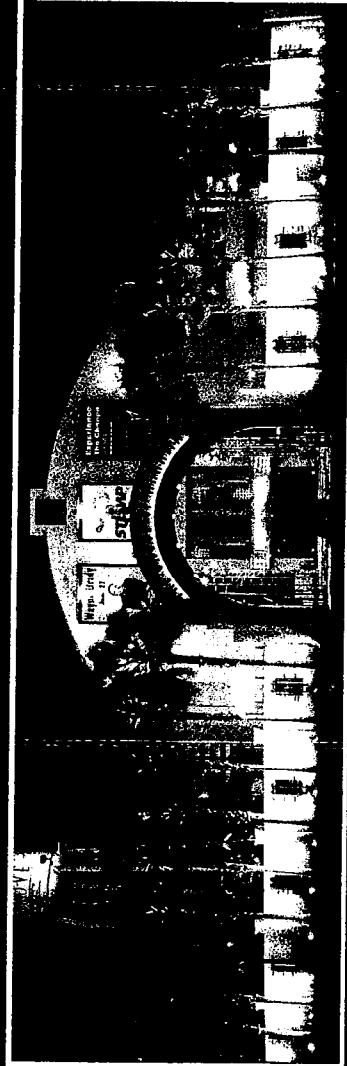
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atmosphere

The Grove of Anaheim

Offers you and your guests
the following

amenities:

- 27,140 sq. ft. of banquet and meeting space in the unforgettable ambiance
- The Main Room (12,200 sq. ft.)
- The Terra Rosa Room (2,500 sq. ft.)
- The Gallery (3,770 sq. ft.)
- Palm Terrace (5,700 sq. ft. outdoor enclave)
- State-of-the-art audio/visual equipment and technical support
- Professional concert-quality sound
- Hollywood-style soundstage atmosphere
- 40 ft. ceilings
- In-house production manager
- Seasoned banquet and operations staff
- On-site, gourmet catering
- Ample parking, motorcoach parking, curbside taxi arrivals and courtyard grand entrances for limousine and VIP arrivals



If you'd like to learn more about holding your next event at The Grove of Anaheim, Please visit our website at www.thegroveofanaheim.com.
Or, feel free to call our sales office at 714.712.2774.